

# FAQs

overview



## 'B' = Benefit for all

**8254**  
B Corps

**750+**  
Aus & NZ

**162**  
industries

**96**  
countries

**B Lab**  
certified

## we're the 1st (and only) landscape construction, material, service & plant supplier

**impact measurement areas**  
governance + workers + environment  
+ customers + community



# FAQs

## declaration of interdependence



We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation – the B Corporation – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As Certified B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.



**WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION - THE B CORPORATION - WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTER. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.**

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# FAQs

extended



## 1. What is a B Corp certification all about?

Think of a B Corp certification as a gold star for companies that care just as much about people and the planet as they do about profits. It's for businesses that go beyond the bottom line and make a real, positive impact on their employees, customers, communities, and the environment.

## 2. What does the 'B' stand for in B Corp?

The 'B' stands for 'Benefit for All' – basically, B Corps aim to benefit everyone, not just shareholders. They're certified by B Lab to make sure they're doing good for all their stakeholders.

## 3. What does the B Corp symbol all about?

It's not just a fancy logo! It shows that a business is walking the talk when it comes to making a real difference. B Corps measure their impact in five key areas: Workers, Customers, Governance, Environment, and Community.

- **Governance**

- The brains behind the operation! It's all about making sure a company's mission, ethics, and structure are aligned with social and environmental good.

- **Workers**

- A company's rockstars! How well does it look after its employees' wellbeing, development, and happiness?

- **Community**

- How does the business give back to the people and places it operates in? This includes justice, equity, diversity, and inclusion (JEDI vibes!).

- **Environment**

- The planet needs some love too. This area checks how well the company is minimising its environmental footprint across everything they do.

- **Customers**

- It's about making sure customers are treated with care through quality, data protection, and feedback opportunities.

## 4. How many B Corps are out there?

As of February 2024, there were 8,254 certified B Corps across 162 industries in 96 countries. Downunder has got more than 750 B Corps in Australia and New Zealand! We're the first and only landscaping construction, material, service and plant suppliers B Corp in Australia.

## 5. Why did ecoDynamics want to be a B Corp?

We've always been big on making a positive impact on the environment and our community. Becoming a B Corp just felt like the perfect next step to show that we're serious about creating greener spaces, reducing our environmental footprint, and building communities that thrive.

## 6. How long does it take to become a B Corp?

It usually takes 6 to 12 months to become a B Corp. During this time, a business goes through a thorough checkup to see how well it's doing in terms of social and environmental goodness, governance, and its overall business model. We went through this process to ensure we're meeting the highest standards. Our certification last for three (3) years and we will be re-certifying in 2027.

## 7. What does being a B Corp mean for ecoDynamics' customers and partners?

It means you can trust that we're the real deal when it comes to doing business ethically, sustainably and transparently. We're dedicated to practices that benefit not just our customers but also our community and the planet.

## 8. How do you become a B Corp?

You need to score at least 80 points out of a possible 200 in the B Impact Assessment (BIA), a free tool that businesses use to see how they're doing in terms of social and environmental impact. Our score is 87 and is made up of things we do as part of routine operations and areas where we go over and above creating impact from recycling timber and growing native plants.

## 9. What's a "good" B Corp score?

While the score is tough to get, most businesses shoot for around 80-85 points. And remember, it's all about continuous improvement – B Corps re-certify every three years, pushing themselves to do even better. The average score for most companies taking the assessment? Only 50.9 – so not everyone qualifies!

## 10. What's the B Impact Assessment?

It's like a scorecard that over 150,000 businesses have used to measure their positive impact on the world – looking at things like their environmental footprint, how they treat workers, and their role in the community. Our B Impact Assessment included over 230 questions and required us to provide supporting and supplementary data for many questions.

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## 11. How does B Corp benefit ecoDynamics employees?

For our team, B Corp means more than just a paycheck. It shows we're focused on a great workplace culture, personal growth, work-life balance, and inclusive practices across the board. You can be proud that you work for and contribute to a business that cares about the community and the environment it works within.

## 12. What changes will ecoDynamics make with B Corp certification?

While sustainability has always been key for us, becoming a B Corp encourages us to take things up a notch. From making smarter decisions with our new ecoWay system to getting more involved with the community, we're committed to improving our impact and increasing our score in three (3) years.

## 13. How does B Corp fit with what ecoDynamics is already doing?

It's a perfect match! B Corp certification strengthens our Grassroots Impact Program, which supports our efforts in governance, people, community, and the environment. It's like the stamp of approval for all the good we're already doing, from urban greening to environmental restoration.

## 14. How will ecoDynamics stay B Corp certified?

It's not a one-and-done deal! Every three years, we'll go through re-certification, showing how we've kept improving our practices. We're all in on advancing our environmental, social, and governance (ESG) performance. Over the next few months we'll develop an action plan for the next years to ensure we get recertified with a bigger and more impactful score.

## 15. How does ecoDynamics' leadership contribute to B Corp success?

Our leadership, especially CEO Nick Somes, has been driving the B Corp journey with the BIA Team (Ali Kader, Chris Pearce, Lisa Cole & Vasilios Pappas) making sure it's not just a checkbox but part of our company's core strategy. Purpose, sustainability, and doing good business are priorities from the top down.

## 14. How does B Corp certification align with ecoDynamics' existing initiatives?

B Corp certification complements our existing programs such as the Grassroots Impact Program, which supports governance, people, community, and environmental efforts. It further validates our ongoing projects like greening urban spaces, collaborating on environmental restoration, and fostering sustainable communities.

## 15. How will ecoDynamics ensure it maintains its B Corp status?

B Corp certification is not a one-time achievement. ecoDynamics will undergo a recertification process every three years, during which we will need to demonstrate ongoing improvement in our practices. We are committed to continually advancing our environmental, social, and governance (ESG) performance.

## 16. What role does ecoDynamics' leadership play in the B Corp journey?

ecoDynamics' leadership, particularly CEO Nick Some, has been instrumental in driving the company's B Corp initiative. The leadership team is dedicated to embedding B Corp values into ecoDynamics' long-term strategy, ensuring that purpose, sustainability, and ethical business practices are prioritised at every level.

## 17. How can stakeholders learn more about ecoDynamics' B Corp certification?

We invite our stakeholders - customers, suppliers, partners, and employees - to learn more about our B Corp journey by visiting Our Impact page on our website, where we share information on our sustainability efforts, community involvement, and ongoing initiatives. You can also reach out to our team for any specific questions or follow us on social media.



## Have another question?

send to [marketing@ecodynamics.com.au](mailto:marketing@ecodynamics.com.au)